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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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FITZPATRICK CELLA HARPER & SCINTO 30 ROCKEFELLER PLAZA NEW YORK, NY 10112			EXAMINER LIANG, GWEN	
			ART UNIT 2162	PAPER NUMBER
DATE MAILED: 01/20/2006				

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/547,397	Applicant(s) SATOMI ET AL.	
	Examiner GWEN LIANG	Art Unit 2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 November 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 55-64 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 55-64 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>01092006</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to communications through the applicant's amendment, filed on 11/23/2005.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 55, 61-64 are rejected under 35 U.S.C. 103(a) as being unpatentable over Morimoto et al., "Morimoto" (European Patent No. 343918), in view of Johari et al., "Johari" (U.S. Patent No. 5,911,146).

With respect to claim 55, Morimoto discloses a method ... comprising:

first registration means for registering first information associated with an identification code (Figure 3a, Data "b", wherein the "X" is an identification code used to identify the phone number of company X);

keyword list generation means for generating a keyword list of the registered first information (col. 4, lines 6-9, "The input unit 11 inputs data and keywords associated therewith. Further, the unit 11 inputs commands for designating keywords of data to be retrieved, and for executing such retrieval"; col. 4, lines 13-19, "The registration of keywords is performed as follows. Specifically, the particular words to be registered as keywords are selected from the words that constitute the input data. Such word

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selection is achieved by moving a contrasting display to the particular words by use of the keyword-locating keyswitch. Thereafter, the keyword-registering keyswitch is depressed");

second registration means for registering second information associated with the keyword list (col. 4, lines 9-12, "The data-storing unit 14 is a data base that stores the data input by means of the input unit 11. The unit 14 stores such data on the basis of keywords");

accepting means for accepting input of the identification code; acquisition means for acquiring the first information associated with the input identification code (col. 5, lines 7-45, "... First, the keyword "A" is input ... Next. the data retrieval-controlling unit 15 retrieves the datum "a" of FIGURE 3a having the keyword "A" which has been stored in the keyword memory ... Thereafter, keywords associated with the datum "a" are extracted by the keyword-extracting unit ...");

search means for searching the second information based on the keyword list of the acquired first information (col. 5, lines 42-50, "In this case. the keyword X is included as the keyword of the datum "a" besides the keyword "A". Thus, the keywords "A" and "X" are stored in the keyword memory 18 (Step 7). The operations of Step 4 through Step 7 are continuously performed until all the data having the keyword "X" are extracted (Step 8). After the continuous retrieval of the keyword "X" in Step 8. the datum "b" of FIGURE 3a can be extracted"; col. 6, lines 1-3, 'Next, the apparatus retrieves data on the basis of the keyword "X", and obtains the datum "b"; col. 6, lines 20-25, "... the retrieval operations of relational data are performed twice. Specifically, the second

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retrieval is performed on the basis of the keyword "X" included in the datum "a" which has been extracted by the first retrieval");

However Morimoto does not explicitly disclose print layout generation means for generating a print layout for laying out a content of the acquired first information on a page together with the searched second information.

Johari discloses print layout generation means for generating a print layout for laying out a content of the acquired first information on a page together with the searched second information (Abstract, "a computer-based system for automatic pagination and layout of yellow pages ... uses a simulated annealing heuristic to refine a randomly determined candidate solution. The text and advertisements which are to be included in the yellow pages directory are ordered in two distinct data streams representing the order of text and the order of advertisements ...; The system determines a possible layout ... The solution is scored ... The revised solution is then kept according to a probabilistic formula relating the two scores ... Through an iterative process of perturbations, scoring, and comparing, the candidate solution becomes optimized. The process is repeated multiple times for different initial candidate solutions, ... A best solution is then selected from all of the optimized candidate solutions").

It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate print layout generation means as disclosed by Johari into the information providing system as disclosed by Morimoto for providing a computer system for automatically paginating and laying out yellow page advertisements and text

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(col. 1 lines 10-14).). One of ordinary skill in the art would be motivated to make the aforementioned combination with reasonable expectation of success.

Claim 61 is rejected for the reasons set forth hereinabove for claim 55 and furthermore the combination of Morimoto and Johari discloses a system wherein said keyword list generation means generates a keyword list of the first information based on a property of the first information, a property of a user (Morimoto, col. 4, lines 6-9) and a property of a print terminal (Johari , Abstract);

Claim 62 is rejected for the reasons set forth hereinabove for claim 55 and furthermore the combination of Morimoto and Johari discloses a system wherein said search means searches a plurality of the second information (col. 5, lines 42-50; col. 6, lines 1-3; col. 6, lines 20-25); and wherein said print layout generation means generates a plurality of print layouts in correspondence with each of the plurality of the searched second information (Abstract);

Claims 63 and 64 are similarly rejected on grounds corresponding to the reasons given above for claim 55.

4. Claim 56 is rejected under 35 U.S.C. 103(a) as being unpatentable over Morimoto et al., "Morimoto" (European Patent No. 343918), in view of Johari et al., "Johari" (U.S. Patent No. 5,911,146), further in view of Morita (U.S. Patent No. 5,297,042), and further in view of Rapaport et al., "Rapaport" (U.S. Patent No. 5,890,152).

Claim 56 is rejected on grounds corresponding to the reasons given above for claim 55 and furthermore Morimoto discloses a system, wherein a keyword list of the

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second information is registered with the second information (Figure 3a; col. 4, lines 6-49).

However the combination of Morimoto and Johari does not explicitly disclose a system wherein the keyword lists have a weight value for each keyword within the keyword lists, the weight values corresponding to positive or negative contents of the first and second information, and wherein said search means searches the second information based on the weight values of the keywords.

Morita discloses a system wherein the keyword lists have a weight value for each keyword within the keyword lists (Abstract, "A document retrieval system includes an inputting unit for inputting a retrieval condition including one or a plurality of keywords and a weight value for each keyword..."; col. 1 lines 36-39, "...a large number of fields [candidate information], each corresponding to one or more keywords, must be determined to correctly retrieve documents which are required by the user."; col. 4 lines 10-12, "The weight data ... corresponding to the keywords K are supplied from the input analysis unit 1 ..."), and wherein said search means searches the second information based on the weight values of the keywords (col. 2 lines 58-65, "The associative retrieval unit 2 calculates a relevance value of each document on the basis of the weight data Q_k , the relationship values and the importance values in accordance with predetermined equations. The relevance value of each document represents the degree of relevance in satisfying the user's requirement. The associative retrieval unit 2 supplies the relevance value of each document to the output controller 3."; col. 4 lines 14-36, "The weight data Q_k ... is multiplied by the link factor W_{kj} in the keyword

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connection link 9. ... In the j -th unit in the hidden layer 6, an addition for generating the sum of the n products $Q_k * W_{kj}$ ($k=1, 2, \dots, n$) which are supplied from n units in the input layer 5 via the keyword connection link 9 and a threshold processing are performed. ... In the i -th unit in the output layer 7, an addition for generating the sum of the n products $K_j * S_{ji}$ ($j=1, 2, \dots, n$) which are supplied from n units in the hidden layer 6 via the keyword-document connection link 10 ... are performed. Then the result D_i is obtained as the relevance value. That is, each unit in the output layer 7 outputs the relevance value D_i as the retrieval result.”).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to assign weights as disclosed by Morita to the keyword lists as disclosed in the combination of Morimoto and Johari to provide a document retrieval system which can be constructed with ease (col. 1 lines 50-52). One of ordinary skill in the art would be motivated to make the aforementioned combination with reasonable expectation of success.

However the combination of Morimoto, Johari, and Morita does not explicitly disclose a system wherein the weight values corresponding to positive or negative contents of the information.

Rapaport discloses a system wherein the weight values corresponding to positive or negative contents of the information (col. 6 lines 27-37, “Typically there are many key words and key phrases with corresponding signed weights contained in a particular Profile Object. The bundle of key words and key phrases may include positive weighted key words/key phrases, typically for synonyms. Negative weighted key words/key

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phrases, typically for antonyms, identify a particular identity, trait, interest or descriptive term that the Profile Object represents. These key words and key phrases have corresponding numerical values which are used to rate retrieved media files in terms of the user's interest.”).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to assign weight values to keywords as disclosed in the combination of Morimoto, Johari, and Morita, based on positive or negative contents of the information as taught in Rapaport, thus the keyword values are used to rate retrieved media files in terms of the user's interest (See for example; col. 6 lines 34-37).

5. Claims 57, 60 are rejected under 35 U.S.C. 103(a) as being unpatentable over Morimoto et al., “Morimoto” (European Patent No. 343918), in view of Johari et al., “Johari” (U.S. Patent No. 5,911,146), and further in view of McCollom et al., “McCollom” (U.S. Patent No. 6,343,274).

Claim 57 is rejected on grounds corresponding to the reasons given above for claim 55.

However the combination of Morimoto and Johari does not explicitly disclose a system wherein said search means further searches the second information based on due data of insertion of the second information.

McCollom discloses a system wherein said search means further searches the second information based on due data of insertion of the second information (col. 6, lines 28-35).

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It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate searching information based on due date of insertion of the information as disclosed by McCollom into the information providing system as disclosed in the combination of Morimoto and Johari for the advertisement to be published properly (col. 6, lines 28-35). One of ordinary skill in the art would be motivated to make the aforementioned combination with reasonable expectation of success.

Claim 60 is rejected on grounds corresponding to the reasons given above for claim 55.

However the combination of Morimoto and Johari does not explicitly disclose a system wherein said search means further searches the second information based on an insertion frequency of the second information.

McCollom discloses a system wherein said search means further searches the second information based on an insertion frequency of the second information (Figure 11).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate searching information based on an insertion frequency of the information as disclosed by McCollom into the information providing system as disclosed in the combination of Morimoto and Johari for providing the ability to publish advertisements, get reports based upon the statistics collected from the consumer user interface program (col. 2, lines 62-67). One of ordinary skill in the art

would be motivated to make the aforementioned combination with reasonable expectation of success.

6. Claim 58 is rejected under 35 U.S.C. 103(a) as being unpatentable over Morimoto et al., "Morimoto" (European Patent No. 343918), in view of Johari et al., "Johari" (U.S. Patent No. 5,911,146), and further in view of Ohtani et al., "Ohtani" (U.S. Patent No. 6,212,545).

Claim 58 is rejected on grounds corresponding to the reasons given above for claim 55.

However the combination of Morimoto and Johari does not explicitly disclose a system wherein said search means further searches the second information based on a charge amount of the second information.

Ohtani discloses a system wherein said search means further searches the second information based on a charge amount of the second information (Abstract, "The cost information may be included in a search request of an information resource searcher making a search request to search the stored advertisement information").

It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate searching information based on a charge amount of the information as disclosed by Ohtani into the information providing system as disclosed in the combination of Morimoto and Johari for selecting the best information resource being the best through simultaneous advertisement of information resource using automated management of information regarding information resources, and returning the search result to a user via the advertisement of information resource by the information resource provider and inquiry from a user (col. 4, lines 22-28). One of

ordinary skill in the art would be motivated to make the aforementioned combination with reasonable expectation of success.

7. Claim 59 is rejected under 35 U.S.C. 103(a) as being unpatentable over Morimoto et al., "Morimoto" (European Patent No. 343918), in view of Johari et al., "Johari" (U.S. Patent No. 5,911,146), and further in view of Gudmundson et al., "Gudmundson" (U.S. Patent No. 5,032,707).

Claim 59 is rejected on grounds corresponding to the reasons given above for claim 55.

However the combination of Morimoto and Johari does not explicitly disclose a system wherein said search means further searches the second information based on a print limitation of the second information.

Gudmundson discloses a system wherein said search means further searches the second information based on a print limitation of the second information (col. 4, line 64 – col. 5, line 21).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to incorporate search means for searching information based on a print limitation of the information as disclosed by Gudmundson into the information providing system as disclosed in the combination of Morimoto and Johari for producing a customer receipt containing dealer location, order number, product description and code, and other possible marketing information (col. 5, lines 1-4). One of ordinary skill in the art would be motivated to make the aforementioned combination with reasonable expectation of success.

Conclusion

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.


Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GWEN LIANG whose telephone number is 571-272-4038. The examiner can normally be reached on 9:30 A.M. - 5:30 P.M. Monday and Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JOHN BREENE can be reached on 571-272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

10 January 2006
G.L.


Primary Examiner
Art Unit 2167